Listing of Claims

1.   (Currently Amended) A method of conducting electronic commercial transactions through a communication network, comprising:

(a)   selecting a first content to buy <u>from a website accessed</u> through the communication network;

(b)   selecting at least one second content having an effect of information conveyance;

(c)   combining the first content and the second content into a third content; and

(d)   determining a price of the third content based on the first and the second content.

2.   (Original) The method of claim 1, wherein second content comprises advertising materials.

3.   (Original) The method of claim 1, wherein step (c) adds the second content to at least one of the front, middle, and rear of the first content.

4.   (Original) The method of claim 3, wherein each second content is converted to the format of the first content, before the combination.

5.   (Original) The method of claim 1, wherein the price of the third content is determined based on a number of second contents combined with the first content or each value of the second contents.

6.   (Original) The method of claim 5, wherein the price of the third content is reduced in proportion to the number of second contents combined to the first content.

7.   (Original) The method of claim 1, wherein each second content includes a list of other contents to be sold or address information of other servers providing on-line sale services.

8.   (Original) The method of claim 1, wherein the third content is stored in a recording medium to be delivered to a buyer.

9.   (Original) The method of claim 8, wherein the recording medium is one of a CD, a DVD, an FDD, an HDD, and a memory.

10.   (Original) The method of claim 1, wherein the third content is transmitted on-line through the communication network.

11.   (Original) The method of claim 10, wherein the third content is formatted as MPEG data.

12.   (Original) The method of claim 1, wherein the second content is inserted in a prescribed field, defined in the first content, without any data conversion.

13.   (Original) The method of claim 1, wherein the second content selected in step (b) is selected by a buyer or a seller of the first content.

14.   (Original) The method of claim 1, wherein the first and second contents are combined such that the play back of the first content cannot be obtained without the playback of the second content.

15-18   (Canceled)

19.   (Currently Amended) A method of conducting electronic commercial transactions through a communication network, comprising:

(a)   selecting a first content having a first price to buy from a website accessed through the communication network;

(b)   selecting at least one second content;

(c)   presenting the selected second content to a user and asking a question about the presented second content;

(d)   receiving a reply to the question from the user and determining whether the user has viewed the presented second content, based on the information contained in the

received reply; and

(e)   determining a second price of the first content based on the first price of the

first content and the number of second contents selected.

20.   (Original) The method of claim 19, wherein each second content comprises

advertising materials.

21.   (Original) The method of claim 19, further comprising combining the first

content and the second content to form a third content.

22.   (Original) The method of claim 21, wherein the first and second contents are

integrally combined into the third content and the first content cannot be played back from

the third content without the playback of the second content.

23.   (Original) A method of purchasing multimedia content over a

communications network, comprising:

selecting at least one multimedia content item for purchase at a first prescribed price,

from among a plurality of multimedia content items;

selecting at least one advertisement item having a prescribed value, from among a

plurality of advertisement items;

combining a content of the at least one selected advertisement item with a content of

the at least one multimedia content item; and

determining a final purchase price by reducing the first prescribed price for the at least one multimedia content item by the prescribed value of the at least one advertisement item.

24.   (Original) The method of claim 23, wherein the at least one selected advertisement item and the at least one multimedia content item are integrally combined into a compilation, and the at least one multimedia content item cannot be played back from the compilation without the playback of the at least one selected advertisement item.

25.   (New) The method of claim 1, wherein a subscription for accessing the website is priced independently from the price of the first content.

26.   (New) The method of claim 19, wherein a subscription for accessing the website is priced independently from the price of the first content.

27.   (New) The method of claim 1, wherein subscription to the website is obtained by obtaining a username and password.

28.   (New) The method of claim 27, wherein the subscription to the website does not require a fee.

29.   (New) The method of claim 21, wherein subscription to the website is obtained by obtaining a username and password.

30.   (New) The method of claim 21, wherein the subscription to the website does not require a fee.

31.   (New) The method of claim 25, wherein subscription to the website is obtained by obtaining a username and password.

32.   (New) The method of claim 25, wherein the subscription to the website does not require a fee.

33.   (New) A method comprising:

receiving a first signal selecting a product offered for sale on a website;

causing an advertisement to be displayed in response to the first signal;

receiving a second signal corresponding to selection of the advertisement;

reducing a price of the product based on the selected advertisement; and

transmitting the reduced price for display to the user.

34.   (New) The method of claim 33, wherein a subscription for accessing the website is priced independently from the price of the product.

35.   (New) The method of claim 33, further comprising:

causing additional advertisements to be displayed; and

reducing the price of the product based on a number of selected

advertisements.

36.   (New) The method of claim 33, further comprising:

causing additional advertisements to be displayed; and

reducing the price of the product based on repeated selection of a same

advertisement selected by the user.

37.   (New) The method of claim 33, wherein the price of the product is reduced

based on a value of the selected advertisement.

38.   (New) The method of claim 33, wherein causing includes:

causing a plurality of advertisements to be displayed in menu form in response

to the first signal.

39.   (New) The method of claim 38, wherein the price of the product is reduced

based on a number of the plurality of advertisements selected by the user.

40.   (New) The method of claim 38, wherein reducing the price includes:

reducing the price by a predetermined value of the selected advertisement;

receiving a third signal selecting another one of the advertisements; and

further reducing the price by an amount equal to less than a predetermined

value of the other selected advertisement.

41.   (New) The method of claim 40, wherein said amount corresponds to a

predetermined percentage of the value of the other selected advertisement.

42.   (New) The method of claim 41, further comprising:

receiving additional signals selecting additional ones of the advertisements;

further reducing the price by respective amounts equal to less than

predetermined values of the additional selected advertisements, wherein reduction rates

corresponding to the additional selected advertisements increase in predetermined

increments based on order of selection.

43.   (New) The method of claim 33, wherein the advertisement is pre-assigned for

display when the product is selected by the user.

44.   (New) The method of claim 33, further comprising:

withholding the price reduction until receiving confirmation that the user

actually viewed the selected advertisement.

45.   (New) The method of claim 33, wherein the first signal is received after a user selects a function button displayed on an Internet website indicating that the user intentionally wants to buy the product at a discount.

46.   (New) The method of claim 33, wherein the signal is received when a discount button is selected by a user, the discount button being displayed in association with the product.